

SBD Telematics & ITS research

Accelerate your telematics strategy with SBD's definitive guide to services in Europe



An analysis of private eCall and OE telematics services in Europe provides a detailed insight into the systems and services currently offered by vehicle manufacturers in Europe.

The report builds on SBD's continuous monitoring of telematics trends and provides specific market and technical information for both *live* and *cancelled* telematics services. Focusing on those manufacturers that have persevered with telematics and the dynamics of their success.

How will you benefit from this report?

- **Create** a solid foundation for your future strategy with reliable and comprehensive market intelligence
- **Understand** detailed technical and market information about the successful telematics services offered in Europe
- **Identify** best practice in service planning, system design, pricing and coverage
- **Develop** strategies for successful, lower risk entries into the telematics service market
- **Recognise** the state-of-the-art and avoid the costly mistakes of the past



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Alternatively, you can telephone Juanita on +44 (0)1908 305101.

Who should buy this report?

This report is the foremost source of information about private eCall and telematics services in Europe. Whether you are a vehicle manufacturers, telecom operator, service supplier, investor, consultant or government agency, you will gain valuable insight from our in-depth research about OE Telematics in Europe.

An analysis of private eCall and OE telematics services in Europe

...the driving force in automotive technology

The authoritative guide to telematics in Europe

The combination of in-vehicle electronics, communications networks and service providers makes telematics one of the most complex systems for vehicle manufacturers to develop. Valuable lessons should be learned from the four vehicle manufacturers that have persevered with their services.

Kick-start the planning of your telematics services today

Telematics is on the verge of making a comeback in Europe. The EC's drive for eCall is encouraging manufacturers to look at telematics once again, but the fear of investing in the wrong solutions still pervades the industry. Successful product planning and confident decision making requires accurate and reliable market intelligence from a trusted source.

Information at your finger tips

SBD has been involved in European telematics since the launch of the first service. This experience has helped us to build up a comprehensive knowledge and understanding of every OE system, past and present, including details of the **latest services, system architecture, pricing, suppliers, coverage, service providers, data bearer and communication protocol**.

This information has been published on a regular basis, with the most up to date findings condensed into SBD's latest report; '**An analysis of private eCall and OE telematics services in Europe**'.

The screenshot displays the 'System Overview' section of the report. It includes a table with columns for Hardware supplier, Cost, and System architecture. Below this is a diagram of the system architecture showing components like eCall505, GSM module, and various services. At the bottom, there is a 'Services' table with columns for Service Name, eCall, Mobile Services, and Fleet Management.

| Service Name | eCall | Mobile Services | Fleet Management |
|-----------------------------------|--|-----------------|----------------------|
| Current service status | Line ✓ | Line ✓ | Planned for 2005 |
| Coverage | Austria, Belgium, France, Germany, Italy, Luxembourg, Netherlands, Portugal, Spain | France, Germany | France |
| Commercial service provider | AAA, Netice | ATX | Prolog Plan Alliance |
| Call center provider | SMA | GSM - SMS | NA |
| Communication channel | GSM - SMS | GSM - SMS | TBC |
| Protocol | ACP | ACP | Proprietary |
| Automatic eCall | ✓ | | |
| e-Call | ✓ | | |
| Remote diagnostics | | | ▲ |
| Remote door unlock | | | |
| Stolen vehicle tracking (SVT) | | | |
| PAVC insurance | | | |
| Dynamic route guidance | | | |
| Send alert traffic | | | |
| DR based route guidance | | | |
| On-board navigation | | | |
| Destination 'Send-to-car' | | | |
| Fuel management | | | |
| Diagnosis Of Internal (DOI) | | | |
| In-vehicle email | | | |
| PC access to Web portal | | | |
| In-vehicle access to Web portal | | | |
| In-vehicle access to the internet | | | |
| Download games, MP3 files etc. | | | |

Questions answered by the report include:

- When were the telematics services launched and in which countries?
- Who supplies the ECU, GSM module and SIM card, and who are the service delivery partners?
- How much do the initial hardware and the on-going services cost?
- Do the systems have an embedded SIM or do they use the driver's own SIM?
- Which service and call centre providers are used by each manufacturer?
- What are the data bearer and communication protocols?

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About the report author



Nick Mhlanga joined SBD as an ITS Analyst and supports telematics market research and consultancy projects. Recent studies have included telematics system architectures, market trends and public eCall in Europe. Nick has also authored reports on traffic information services and in-car speech technologies. He is a member of the Institute of Mechanical Engineers.

Other recent reports written by Nick include:

- *Digital Music Trends in Europe*
- *Automotive Connectivity*

For more information on all SBD reports, please visit: www.sbd.co.uk.

ORDER FORM

To receive your copy of SBD's report entitled *An analysis of private eCall and OE telematics services in Europe*, please select your preferred **purchase format** and fax back this completed order sheet to: +44 (0)1908 305106. Alternatively, to discuss the report content in more detail, please contact Juanita Appleby by e-mail: jappleby@sbd.co.uk, or telephone Juanita on +44 (0)1908 305101.

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